



Applebee's(R) and Its Guests Make Wishes Come True

September 14, 2009

Neighborhood Restaurants Raise Nearly \$200,000 for Make-A-Wish Foundation(R)

LENEXA, KS, Sep 14, 2009 (MARKETWIRE via COMTEX) -- Applebee's Services, Inc. today announced that in cooperation with its guests, a total of \$196,721 was raised during an August fundraiser. These proceeds will be donated to the Make-A-Wish Foundation of America, a nonprofit organization that grants the wishes of children with life-threatening medical conditions to enrich their lives with hope, strength and joy.

During the month, company-operated Applebee's Neighborhood Grill & Bar(R) restaurants across the country teamed up in the fundraiser where guests could purchase Make-A-Wish(R) "stars" in either \$1, \$5, \$10 or \$25 increments.

Fundraising efforts weren't just limited to "star" sales, as numerous restaurants also conducted their own fun, creative fundraising events including car washes, tip donations and raffles.

"Applebee's is proud of our support of the Make-A-Wish Foundation, and of the team members at our company-operated restaurants who did a tremendous job of promoting and supporting this fundraiser," said Mike Archer, president, Applebee's Services, Inc. "I particularly want to thank our restaurant guests who opened their hearts and wallets by giving so generously. With the average cost of fulfilling a child's wish being more than \$7,000, at least 28 children's wishes can now become a reality. This is another example of Applebee's dedication to our neighborhoods and illustrates how our restaurants partner with our guests to enrich the lives of those in our communities."

Since its creation in 1980, the Make-A-Wish Foundation has granted more than 180,000 wishes and today grants a child's wish on average of every 40 minutes.

"The Make-A-Wish Foundation is grateful for this wonderful show of support for the courageous children we serve," said David Williams, Make-A-Wish Foundation of America president and chief executive officer. "Applebee's Neighborhood Grill & Bar and its customers are generously enabling these children with life-threatening medical conditions to receive their heartfelt wishes, just the latest example of doing good work in the neighborhood."

About the Make-A-Wish Foundation

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980, when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world, with 65 chapters in the United States and its territories. With the help of generous donors and nearly 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 180,000 wishes in the United States since its inception. For more information about the Make-A-Wish Foundation, visit wish.org and discover how you can share the power of a wish.

About Applebee's Services, Inc.

Applebee's Services Inc., and its affiliates, franchise and operate restaurants under Applebee's Neighborhood Grill & Bar and is a DineEquity, Inc. (NYSE: DIN) brand. As of June 30, 2009, there were 1,994 Applebee's restaurants operating system-wide in 49 states, 16 international countries and one U.S. territory, of which approximately 400 were company-owned. Additional information on Applebee's can be found at the company's website (www.applebees.com).

Contact:

Miles McMillin
miles.mcmillin@applebees.com
913-890-0259

SOURCE: Applebee's Services, Inc.

<mailto:miles.mcmillin@applebees.com>